

DAVIS COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	306,479	311,811	n/a	-	
Total Non-Ag Employment	100,364	104,882	n/a	-	
Non-Ag Avg Monthly Wage	\$3,129	\$3,216	n/a	-	
Per Capita Income	\$33,267	\$34,755	n/a	-	
Unemployment Rate	6.9%	6.2%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$504,937,779	\$536,422,969	\$578,280,984	7.8%	
Travel & Tourism Related Employment	9,506	9,688	10,082	4.1%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$26,408,597	\$28,291,015	\$30,380,900	7.4%	
Transient Room Tax	\$950,852	\$894,437	\$1,070,137	19.6%	
Restaurant Tax	\$2,898,411	\$3,018,161	\$3,246,035	7.6%	
Car Rental Tax	\$352,816	\$361,024	\$364,735	1.0%	
Retail Sales					
Gross Taxable Retail Sales	\$3,567,445,754	\$3,751,942,621	\$3,984,034,445	6.2%	
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	21,016,686	20,389,474	20,096,549	-1.4%	
Lagoon Amusement Park	1,300,000	1,325,000	1,400,000	5.7%	
Willard Bay S.P.	340,645	337,072	348,534	3.4%	
Antelope Island S.P.	285,390	282,145	292,662	3.7%	
Great Salt Lake S.P.	249,085	254,317	272,842	7.3%	
East Canyon S.P.	83,967	100,250	82,731	-17.5%	
Golden Spike N.H.S.	43,561	43,933	42,238	-3.9%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

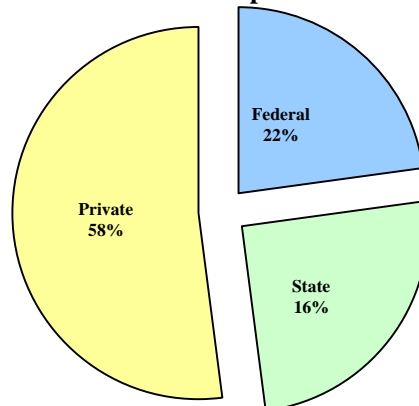
Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	25.6%
BLM	0.2%
US Forest Service	22.0%
National Park Service	--
National Wildlife Service	--
Other •	3.4%
State Government	28.2%
Utah State Parks & Recreation	15.9%
Utah State Wildlife Reserves	0.2%
State Trust Lands	0.0%
Other ••	12.1%
American Indian	--
Private*	58.3%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2012



Davis County Tourism Profile

